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## Marketing shift

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By J. Scott Trubey

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A Marietta wealth management firm is taking a unique approach to its Web presence.

Instead of simply introducing clients to its line of financial services, investment commentary and research (which it still does), Narwhal's principals have opted to let clients and prospects get a glimpse of their respective passions outside of work.

Narwhal's redesigned website features the photography and philanthropic work of firm co-founder and President Matt Burton, and a golf blog by Executive Vice President and co-founder MacArther "Mac" R. Plumart.

"When you're building relationships, you have to know your clients and they have to know you," Plumart said.

Plumart's golf blog includes commentary about courses he's played around the globe, as well as his take on the current state of the world of golf.

Burton's section features photography from his international travels.

That's not to say the site is lacking the customary performance data or investment commentary. The firm has also started a financial blog to quickly connect its clients with updated commentary on financial news of the day.

The redesigned site launched in May. The firm has not yet tracked usage to see if the changes are driving new traffic.

*If you have news for Financial Page, contact J. Scott Trubey at (404) 249-1078; fax, (404) 249-1058; or at [strubey@bizjournals.com](mailto:strubey@bizjournals.com).*

### **Correction:**

**This version correctly identifies Narwhal's president as Matt Burton.**